



**WBFS-TV, UPN33 (MIAMI, FL.)**  
**Quarterly Issues/Programs List**

**For the Quarter:**

**For the period of January 1, 2005 through March 31, 2005.**

**Attached hereto are descriptions of the treatment of local issues addressed by the station through programming during the report period.**

**Submitted by Katy Meagher, Marketing and Public Affairs Coordinator,**  
**Reviewed by Brien Kennedy, President and General Manager.**

(signature)

(date)



**The attached PSA inventory is a list of the spots aired during children's programming blocks in January, February, and March of 2005. These PSA's were programmed as part of our continuing effort to serve the informational needs of South Florida area children.**



**PSA Inventory**  
**1/1/05 – 3/31/05**

<b>Spot #</b>	<b>Title</b>	<b>End Date</b>		<b>Topic</b>
8161	CC - Publix - ASSETS Business Training	4/30/2005	:10	Small Business
8163	CC - Publix - Youth Drama Classes	4/30/2005	:10	Youth Drama
8068	CC - Publix - Story Time	4/30/2005	:10	Reading
8148	CC - Publix - Neighborhood Housing	3/31/2005	:10	Home Buy
8150	CC - Publix - Flamingo Gardens	3/31/2005	:10	Volunteers
8096	CC - Publix - Women's Self Defense Classes	3/31/2005	:10	Self Defense
8151	CC - Honey Shine - Hats-off Luncheon	3/16/2005	:10	Mentoring Event
8140	CC - Publix - Tsunami Kids Helping Kids	3/16/2005	:10	Fundraiser
8071	CC - Publix - Each One Teach One	2/28/2005	:10	Tutoring
8146	CC - Publix - Gymboree	2/28/2005	:10	Kids Activities
8052	CC - Publix - Free Family Films	2/26/2005	:10	Free Movies
8039	Tree City USA		:10	Trees
8177	Miami Heat - Shaq - Read to Achieve	12/31/2005	:15	Reading
8139	Jim Berry - Tennis Classic 4/11/05 - 4/15/05	4/15/2005	:15	Charity
8152	Tropical Nights - UM CARD event	4/15/2005	:15	Charity Event
8141	Corp Run - Ft. Lauderdale	4/14/2005	:15	Charity Run
8133	Jim Berry - Tennis Classic - 4/1/05 - 4/10/05	4/10/2005	:15	Charity
313236	The Fair Community Calendar	4/2/2005	:15	The Fair
8124	Miami Seaquarium Easter PSA	3/26/2005	:15	Easter Event
503874	Women of Tomorrow	3/5/2005	:15	Charity Gala
8067	Sister-to-Sister Health Fair	2/18/2005	:15	Women's Health
8165	Partnership - Brain		:15	Drugs
8014	Partnership - Vapors		:15	Drugs
310979	BHM - KFC / All of Us / Thurgood Marshall	2/28/2005	:20	BHM
310978	BHM - KFC / Girlfriends / Oprah	2/28/2005	:20	BHM
310980	BHM - KFC / Kevin Hill / Nat King Cole	2/28/2005	:20	BHM
310919	BHM - Subway / Publix - Half & Half	2/28/2005	:20	BHM
310918	BHM - Subway / Publix - One on One	2/28/2005	:20	BHM
310920	BHM - Subway / Publix - Veronica Mars	2/28/2005	:20	BHM
310034	Challenge Air 1/29	1/29/2005	:20	Event
8015	Partnership - Poison Pill Light Show		:20	Drugs
8045	Poison Hotline - What A Day		:20	Poison Hotline
8062	Earned Income Tax Credit	4/15/2005	:30	Tax Info
8143	The Fair PSA	4/2/2005	:30	The Fair
503873	Women of Tomorrow	3/5/2005	:30	Charity Gala
310962	Bob Marley Fest / McDonalds	2/26/2005	:30	Charity Fest
8002	American Lung Assoc. - One Breath		:30	Lung Health
8116	Better Health - School Daze		:30	Health
8058	Children Cancer Caring Center - Kids Price		:30	Kids Cancer
8033	Comm. Partnership for Homeless - Blankets		:30	Homeless Help
8021	Family Literacy - Streets		:30	Literacy

<b>8034</b>	Family Violence - Wrong Way	<b>:30</b>	Anti Violence
<b>8023</b>	HIV AIDS PSA	<b>:30</b>	AIDS
<b>8093</b>	Motorcycle Safety	<b>:30</b>	Motorcycles
<b>8102</b>	National Fair Lending - Truth	<b>:30</b>	Lending
<b>8145</b>	Overtown Youth Center - Shattered Glass	<b>:30</b>	Youth Center
<b>8013</b>	Partnership - Car Accident - Check Yourself	<b>:30</b>	Drugs
<b>8020</b>	Partnership - Noses	<b>:30</b>	Drugs
<b>8022</b>	Price Gouging - Florida	<b>:30</b>	Price Gouging
<b>8105</b>	Salvation Army - Bridge	<b>:30</b>	Salvation Army
<b>8018</b>	Shape Up America - Confusion	<b>:30</b>	Exercise
<b>8055</b>	USA - Freedom Corp - Rivera	<b>:30</b>	Volunteering
<b>8047</b>	Energy Star - Lights	<b>1:00</b>	Conservation
<b>8037</b>	National Marrow	<b>1:00</b>	Marrow



For more than a decade, Neighbors 4 Neighbors has been connecting people who need help with people who can give help. Since July 2003 that helping hand is being extended to viewers of UPN33. During the UPN 33 News at 10pm, you can now find reports from the Neighborhood Hotline a service provided by Neighbors 4 Neighbors, a 501(c)(3) nonprofit organization funded through foundation grants and corporate donations and has office space at CBS 4. Through this new partnership with our sister station WFOR CBS 4, UPN 33 has been able to offer the assistance of this organization.

Working in partnership with CBS4 News, Neighbors also organizes a number of campaigns dealing with the issues that dominate local headlines, such as: poverty, homelessness, child and domestic abuse, gun violence, health, personal finances, and consumer fraud. But the Neighbors' magic is best seen when dealing with personal human drama. Countless families in crisis, whose stories were profiled on CBS4 news, have been helped through the spontaneous kindness of viewers who call the Neighbors phone bank.

Whether it's money for medical treatment of a sickly child, a motorized wheelchair for an elderly grandmother, or a special vehicle for a family with disabled children-Neighbors and generous South Floridians can help!

Presently on UPN 33 Neighborhood Hotline we are running several vignette PSA's as well as notifying viewers of the assistance available to them.



Attached are listings of broadcasts or broadcast segments that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three-month period. All of these programs are part of the Station's plan to address issues of concern to our viewers.



## **Quarterly Issues/Programs** **1/1/05 - 3/31/05**

### **Focus on South Florida**

Regularly scheduled public affairs program on Fridays from 6:00am to 6:30am

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### **UPN 33 Morning News** **In Depth Reports**

Regularly scheduled daily from 7:00 am to 9:00am (reports averaged between: 30 seconds and 2 minutes)

### **UPN 33 News At 10pm** **In Depth Reports**

Regularly scheduled daily from 10:00pm to 11:00pm (reports averaged between: 30 seconds and 2 minutes)

#### **EDUCATION ISSUES**

3/4/2005 **FOCUS ON SOUTH FLORIDA** Our guests Dr. Alberto Rodriguez from Miami-Dade County Public Schools, Dr. Dino Pedrone from the Fla. Association of Christian Colleges and Schools (FACCS) and Jeannie Floyd from Broward County Schools, Child Development took a look at the new Florida 'universal' or voluntary pre-k program and the slots money for education and reform initiatives.

#### **HEALTH ISSUES**

**DAILY UPN 33 Morning News** "Fit Chick" segments, that teaches viewers quick and easy exercises

1/3/05 **UPN 33 News** -New Year's Dieting. This was a piece on new diets trends for the New Year.

1/7/2005 **FOCUS ON SOUTH FLORIDA** A look at the controversy over fad diets, food and obesity as a health issue and epidemic, along with Health Specialist Dr. Sean Kenniff and Jody Gorran, who is suing the Atkins corporation, claiming that his heart disease is a result of the diet program.

1/11/05 **UPN 33 News** - Sleep and Obesity. This was a piece on the correlation between sleeping and people who are obese

1/14/2005 **FOCUS ON SOUTH FLORIDA** Our guests **Emiliano Antunez**, Miami-Dade Libertarian Party and **Dr. Richard Rubinson** The Miami Coalition For a Safe and Drug Free Community met to debate the trends, pros and cons of medical marijuana initiatives as it relates to the legalization of drugs.

2/16/05 **UPN 33 News** - Exercise Machine Deception. This was a piece on how certain types of exercise machines inaccurately tell you the number of calories you are burning.

2/22/05 **UPN 33 Morning News** - Adjustable Implants- Showcased new procedure that allows women to "test" the size of implants before having surgery.

2/24/05 **UPN 33 News** - Vietnamese Viagra. This was a piece on how people in Vietnam use cobra blood and food

as a form of Viagra.

3/8/05 UPN 33 News - Tanning Trouble – This was a piece on a how in nearly half a dozen states teens are banned from tanning at tanning salons because of cancer risks.

## **CONSUMER**

1/6/05 UPN 33 News - Electronics Show. This was a piece on the newest hottest electronics for the upcoming year at the Consumer Electronics Show in Las Vegas Nevada.

1/13/05 UPN 33 News - Hot Rides: Hybrid Cars — This was a piece about the positives and negatives that come with Hybrid Cars.

1/18/05 UPN 33 News - Stretching your Bucks: Recycled Checks. This was a piece on how people's checking account numbers can be recycled without your knowledge and possibly lead to you being the victim of fraud.

1/26/05 UPN 33 Morning News - Car Customizing- Showed viewers affordable ways to improve the look of their cars.

1/26/05 UPN 33 News - The Changing look of Funerals. This was a piece on how people are doing new and different things after they pass away.

1/27/05 UPN 33 News -Ford F-150 Recall – This was a piece on the how Ford was getting ready to recall specific vehicles because of a possible defect with the cruise control that could spark a fire without the car running.

2/1/05 UPN 33 Morning News Wednesday February 9<sup>th</sup>- Wedding Costs- Package that showed how to save money on wedding costs.

2/4/2005 rebroadcast 3/25/2005**FOCUS ON SOUTH FLORIDA** Joined by **Michael Buttleman of Buttleman & Strehloh Financial Group** and **Mike Cannon, Integra Realty Services, South Florida** we take our annual look at the year 2004 in the economy, personal finance and business, as well as forecasting an outlook for 2005. We'll discuss the Scripps move to the region, job growth, the real-estate boom, the financial markets, social security reform proposals, taxes, etc.

2/4/05 UPN 33 News - Got to Have It: Portable Audio. This was a piece on new different types of portable audio equipment.

2/11/05 UPN 33 News - Got to Have it: HD-DVD. This was a piece on DVD that is going into the world of High Definition.

2/15/05 UPN 33 News - Stretching Your Bucks: Credit Rules. This was a piece on when fixed credit rates are not fixed. Some companies say they have fixed rates, but then all of a sudden the rates change without notice.

2/18/05 UPN 33 News - Got to Have It – The Future of Phones. This was a piece on how phones keep on evolving almost everyday. From cell phones to phones that track down your kids.

2/22/05 UPN 33 News - Stretching your Bucks: Extreme Money Makeover. This was a piece on simple things you can do that'll help you save and make money in the long run.

2/22/05 UPN 33 Morning News - Monday March 13<sup>th</sup>- Gas Prices- Story on how to save money, with rising gas prices.

2/26/05 UPN 33 News - Got to Have It: Evolution of Radio — This was a piece on how radio is moving from over the air AM-FM, to Satellite Radio. We also took a look at the difference between Sirius and X-M Satellite Radio.



2/9/05 UPN 33 News - Stretching Your Bucks: Your Credit Score. This was a piece on how to improve your credit score and help you get better deals when making large purchases.

3/11/05 UPN 33 News - Got to Have It: The Future of Television. This was a piece on the future of Television. Everything from HDTV to TVs in a sunglass looking device.

3/22/05 UPN 33 News - Stretching Your Bucks: Protecting Your Personal Credit. This was a piece with tips on how to protect you credit.

3/29/05 UPN 33 News - Stretching Your Bucks: Credit Card Numbers and charges on your cards that aren't supposed to be there. This was a piece on how to get charges to be dropped from your bill.

## **COMMUNITY**

1/3/05 UPN 33 Morning News - Tsunami Local- Showed South Floridians how to send aide to tsunami victims.

1/21/2005 rebroadcast 2/11/05 **FOCUS ON SOUTH FLORIDA** Our guests, Robert L. Steinback from the Miami Herald and Paul Crespo, Political / Radio Commentator and Analyst met to look back at the events of 2004, including the election, the war in Iraq, the over active hurricane season, the expansion of gambling in Florida and more.

1/28/2005 rebroadcast 2/25/2005 **FOCUS ON SOUTH FLORIDA** We are joined by Zachary Werner, the director of "Code 33" a film documentary about an illegal immigrant who is awaiting trial for the rape of over 7 women. He film follows our second guest Detective Fernando Bosch of the City of Miami Police Department and his team as they search the city for the suspect. The film brings up the issue of illegal immigration and how it affects the community and the nation.

2/1/05 UPN 33 Morning News - Vintage African-American Films- Package that shows how vintage films by Africa-Americans are being restored by a university in Texas.

2/8/05 UPN 33 NEWS - Computer Chat Room Codes. This was a piece on codes kids are using on line to talk to friends, but can also pose a danger as online predators can use them to get to your children.

2/15/05 UPN 33 Morning News - Hip Hop Couture- Package showing how Hip Hop is becoming a major part of the fashion industry, and showcased some young black designers.

2/18/2005 rebroadcast 3/11/2005 **FOCUS ON SOUTH FLORIDA** Along with John Fleming from the Florida Coalition to Prevent Underage Drinking and Diane Holmes from MADD (Mothers Against Drunk Driving, we looked at new initiatives aimed at preventing and reducing the distribution and consumption of alcohol to minors and the dangers of college binge drinking. Also discussed is how new laws are making parents responsible for drinking taking place at their homes.

2/23/05 UPN 33 Morning News - Hip Hop Church- Showcased how hip hop has become a major influence in African-American religious celebrations.

3/18/2005 **FOCUS ON SOUTH FLORIDA** Along with Herald reporter Robert. L. Steinback, we took a look at the Florida Legislature, and the recent regional special election results. Also, discussed is the recent battle over Terry Shiavo and how a new bill set to become a law many not save her life. Also joining us is a south Florida resident and teacher at Masters Academy, Kathy Omer who visited a tsunami ravaged village in Asia and is helping to bring that community back from the devastation.

3/23/05 UPN 33 News - Spring Break Warning. This was a piece warning potential spring breakers about dangers of kidnappings down in Mexico for vacationers.